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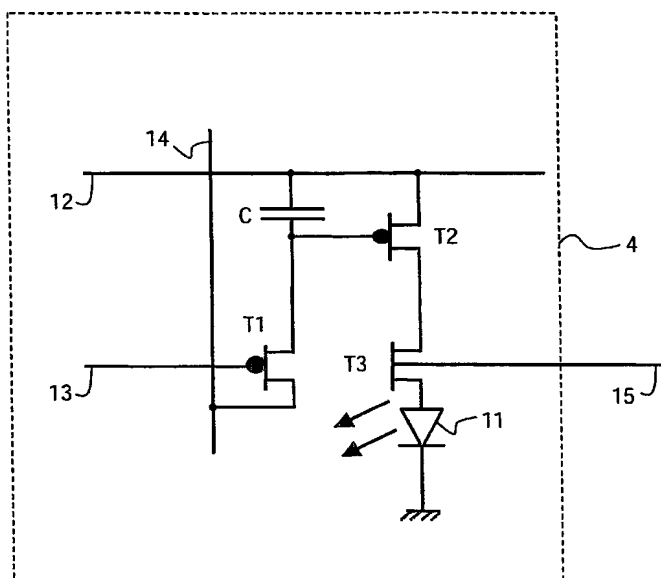
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(54) Title: ELECTROLUMINESCENT DISPLAY DEVICE WITH DUTY CYCLE CONTROL



(57) Abstract: The display device comprises a display panel (2) having a plurality of display pixels (4) with emissive display elements (11). The display device further comprises duty cycle control means (15, T3) for varying a fraction of the frame period during which the display pixels (4) emit light in dependence on an overall brightness level of an image to be displayed on the display panel. In order to vary the duty cycle a switch, e.g. a power transistor (T3) is connected between the drive transistor (T2) and the light emitting element (11) of each pixel (4) each pixel in a row may be connected to a single duty cycle select line (15).



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